

Amendments to the Claims:

Please cancel claims 1-31 and add new claims 32-55 as follows:

1-31. (cancelled)

32. (new) A method of providing location based services by a mobile service provider using a wireless communication system that facilitates communication with a plurality of communication units, the method comprising:

 providing location information, via a mobile communication unit adapted for use by the mobile service provider of at least one of a current location of, and a location to be visited by, the mobile service provider to an intermediate device; and

 initiating the transmission of a wireless message, by the intermediate device in dependence on the location information provided by the mobile service provider, to a number of communication devices in the at least one of the current location of, and the location to be visited by, the mobile service provider, wherein said wireless message indicates a service to be provided by said mobile service provider at the at least one of the current location of, and the location to be visited by, the mobile service provider.

33. (new) The method according to claim 32, wherein the initiating the transmission of a wireless message step comprises transmitting a wireless message to a number of communication devices in a predetermined location when the location information indicates the mobile service provider has at least one moved into and is approaching the predetermined location.

34. (new) The method according to claim 32, further comprising:

 registering an interest in said service by a number of communication devices; and

 identifying the communication devices that have registered an interest in said service and that are located in the at least one of the current location of, and the location to be visited by, the mobile service provider, such that said wireless message is transmitted to said communication devices.

35. (new) The method according to claim 34, wherein registering an interest in said service by said number of communication devices is specific to at least one of a particular geographic location and a location identified by a postcode.

36. (new) The method according to claim 32, wherein said wireless message includes contact details for said mobile service provider, the method further comprising:

receiving said wireless message at a number of communication devices; and

contacting, by one or more users of said communication devices, said mobile service provider in response to receiving said wireless message.

37. (new) The method according to claim 32, further comprising:

broadcasting, by said intermediate device, a message to said number of communication units within a location area indicating an availability of said mobile service provider.

38. (new) The method according to claim 34, further comprising:

accessing a database, by said intermediate server, to identify a group of users that have registered an interest in said service provided by said mobile service provider.

39. (new) The method according to claim 38, wherein said database contains location information for a number of said users such that one or more of said user are informed by said serving intermediate device when said mobile service provider enters at least one of a communication cell, a geographic area, and a post code area matching said location.

40. (new) The method according to claim 34, wherein registering an interest in said service comprises:

subscribing, by a user interested in said service provided by said mobile service provider, to at least one of a network operator and a wireless service provider operating said serving intermediate device, such that information relating to said service is communicated to said subscribed user.

41. (new) The method according to claim 32, further comprising:

accessing a database, by said mobile service provider, wherein said database identifies a group of users in a location that have registered an interest in said service provided by said mobile service provider;

downloading a list of said group of users;

moving into said location by said mobile service provider; and

transmitting a wireless message to a number of said group of users directly by said mobile service provider based on said downloaded list.

42. (new) The method according to claim 32, the method further comprising:

polling a number of communication devices in at least one of the same geographic area and cell where said mobile service provider is located to determine whether any of said polled communication devices have registered an interest to use a service offered by said mobile service provider.

43. (new) The method according to claim 32, further comprising:

notifying said number of communication devices in a location of at least one of an event and an availability of said service at said location, via a short message service (SMS) message.

44. (new) The method according to claim 32, wherein the transmission of a wireless message to a number of communication devices is sent at least one of:

- (i) intermittently,
- (ii) periodically, and
- (iii) during low traffic periods to utilize less expensive calling rates.

45. (new) The method according to claim 37, wherein broadcasting a message of said availability of said mobile service provider (112) is sent at least one of:

- (i) intermittently,
- (ii) periodically, and

(iii) during low traffic periods to utilize less expensive calling rates.

46. (new) The method according to claim 37, wherein the transmission of a wireless message is sent on the same wireless communication system, as said step of broadcasting a message of said availability.

47. (new) The method according to claim 37, wherein broadcasting a message of said availability is sent on an adjunct communication system to the communication system facilitating the transmission of a wireless message.

48. (new) The method according to claim 37, wherein at least one of said intermediate device, and a device operably coupled thereto, authenticates said mobile service provider prior to broadcasting said service of said mobile service provider.

49. (new) The method according to claim 32, wherein providing location based services by a mobile service provider using a wireless communication system that facilitates communication is implemented at least in part using a storage medium storing processor-implementable instructions adapted to control a processor.

50. (new) The method according to claim 32, wherein the wireless communication system is one of a UMTS communication system, a GSM communication system, a GPRS communication system, and a Bluetooth communication system.

51. (new) The method according to claim 32, wherein the mobile communication unit of the mobile service provider is one of: a cellular phone, a portable radio, a mobile radio, a personal digital assistant, a laptop computer, and a wirelessly networked PC.

52. (new) A mobile communication unit for use by a mobile service provider, comprising:
a processor; and
a transmitter, operably coupled to and responsive to said processor, wherein said

processor is configured to provide location information of at least one of a current location of, and a location to be visited by, the mobile service provider to initiate transmission of a wireless message to a number of communication devices in a location, where the location corresponds to the at least one of the current location of, and the location to be visited by, the mobile service provider, and wherein said wireless message indicates a service to be provided by said mobile service provider in said location.

53. (new) The mobile communication unit according to claim 52, wherein said mobile communication unit is adapted to function as a mobile service provider advertising device and said wireless message includes one or more of the following: mobile service provider contact details, a service provided/offered by a user of the mobile communication unit, a communication cell or geographical location of, or to be visited by, the mobile communication unit.

54. (new) The mobile communication unit according to claim 52, the mobile communication unit further comprising a receiver and a memory unit, operably coupled to said processor, said receiver arranged to receive a list of subscriber groups that have registered an interest in the service offered by the mobile service provider in a particular geographic area or communication cell, and said memory unit is configured to store said received list.

55. (new) The communication unit according to any of claim 52, wherein the communication unit is one of: a cellular phone, a portable radio, a mobile radio, a personal digital assistant, a laptop computer, and a wirelessly networked PC.